

## AMENDMENTS TO THE CLAIMS

1-2. (Canceled)

3. (Currently Amended) ~~The program recommendation apparatus of Claim 2, wherein~~

A program recommendation apparatus comprising:

a program information storage unit configured to store therein program information of television programs;

a category dictionary containing words included in the program information as keywords, where each of the keywords is stored in association with contribution factors assigned to respective categories, the television programs being classified into the categories;

an evaluation value calculation unit configured to, for each of the television programs, a) search program information of the television program for the keywords contained in said category dictionary, b) for any found keywords, obtain category summations of contribution factors of the found keywords for each of the categories, and c) calculate category evaluation values of the television program according to the category summations of the contribution factors;

a user-preference-factor storage unit configured to store therein user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values;

a recommending unit configured to calculate, using a predetermined equation, a recommendation factor that is a degree of similarity between the category evaluation values of the television programs and the user preference factors, and recommend one or more television programs to the user according to the calculated recommendation factor;

a history storing unit configured to store therein a history of television programs the user has watched or recorded in the past;

a category evaluation value storage unit configured to store therein the category evaluation values of the television programs calculated by said evaluation value calculation unit; and

a user-preference-factor analysis unit configured to, for the television programs

included in the history, a) obtain corresponding category evaluation values from said category evaluation value storage unit, b) obtain category summations of the corresponding category evaluation values, c) set the user preference factors as the category summations of the corresponding category evaluation values respectively, in relation to a summation of the corresponding category evaluation values across the categories, and d) store the user preference factors in said user-preference-factor storage unit,

    said recommending unit comprises:

        a recommendation factor calculation subunit configured to calculate the recommendation factor for a corresponding one of the television programs, by a) calculating, with respect to each of the categories, a difference of a corresponding category evaluation value and a corresponding user preference factor, b) summing the calculated differences across the categories, c) subtracting the summation of the differences from a total number of the categories, and d) setting a value obtained by the subtraction as the recommendation factor; and

        a recommended program determining subunit configured to determine, as the recommended programs, television programs having high recommendation factors calculated in said recommendation factor calculation subunit.

#### 4-7. (Canceled)

8. (Currently Amended) A program recommendation method used in a program recommendation apparatus that has a category dictionary containing words included in program information of television programs as keywords, where each of the keywords is stored in association with contribution factors assigned to respective categories, the television programs being classified into the categories, the program recommendation method comprising:

    a program information recording step of recording the program information of the television programs;

a category dictionary storing step for storing words included in the program information as keywords, where each of the keywords is stored in association with contribution factors assigned to respective categories, the television programs being classified into the categories;

an evaluation value calculation step of, for each of the television programs, a) searching program information of the television program for the keywords contained in the category dictionary, b) for any found keywords, obtaining category summations of contribution factors of the found keywords for each of the categories, and c) calculating category evaluation values of the television program according to the category summations of the contribution factors;

a user-preference-factor recording step of recording user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values; and

a recommending step of calculating, using a predetermined equation, a recommendation factor that is a degree of similarity between the category evaluation values of the programs and the user preference factors, and recommending one or more television programs to the user according to the calculated recommendation factor;

a history storing step of storing a history of television programs the user has watched or recorded in the past;

a category evaluation value storing step of storing the category evaluation values of the television programs calculated by said evaluation value calculation step; and

a user-preference-factor analysis step, for the television programs included in the history. a) obtaining corresponding category evaluation values from said category evaluation value storage step. b) obtaining category summations of the corresponding category evaluation values, c) setting the user preference factors as the category summations of the corresponding category evaluation values respectively, in relation to a summation of the corresponding category evaluation values across the categories, and d) storing the user preference factors.

said recommending step comprises:

a recommendation factor calculation step of calculating the recommendation factor for a corresponding one of the television programs, by a) calculating, with respect to each of the categories, a difference of a corresponding category evaluation value and a corresponding user preference factor, b) summing the calculated differences across the categories, c) subtracting the summation of the differences from a total number of the categories, and d) setting a value obtained by the subtraction as the recommendation factor; and

a recommended program determining step of determining, as the recommended programs, television programs having high recommendation factors calculated in said recommendation factor calculation step.

9. **(Currently Amended)** A program stored on a computer-readable storage medium for making a program recommendation apparatus that has a category dictionary containing words included in program information of television programs as keywords, where each of the keywords is stored in association with contribution factors assigned to respective categories, the television programs being classified into the categories, to perform the steps comprising:

a program information recording step of recording the program information of the television programs;

a category dictionary storing step for storing words included in the program information as keywords, where each of the keywords is stored in association with contribution factors assigned to respective categories, the television programs being classified into the categories;

an evaluation value calculation step of, for each of the television programs, a) searching program information of the television program for the keywords contained in the category dictionary, b) for any found keywords, obtaining category summations of contribution factors of the found keywords for each of the categories, and c) calculating category evaluation values of the television program according to the category summations of the contribution factors;

a user-preference-factor recording step of recording user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values; and

a recommending step of calculating, using a predetermined equation, a recommendation factor that is a degree of similarity between the category evaluation values of the television programs and the user preference factors, and recommending one or more television programs to the user according to the calculated recommendation factor;

a history storing step of storing a history of television programs the user has watched or recorded in the past;

a category evaluation value storing step of storing the category evaluation values of the

television programs calculated by said evaluation value calculation step; and  
a user-preference-factor analysis step, for the television programs included in the  
history, a) obtaining corresponding category evaluation values from said category evaluation  
value storage step, b) obtaining category summations of the corresponding category evaluation  
values, c) setting the user preference factors as the category summations of the corresponding  
category evaluation values respectively, in relation to a summation of the corresponding category  
evaluation values across the categories, and d) storing the user preference factors.

said recommending step comprises:

a recommendation factor calculation step of calculating the recommendation factor for a  
corresponding one of the television programs, by a) calculating, with respect to each of the  
categories, a difference of a corresponding category evaluation value and a corresponding user  
preference factor, b) summing the calculated differences across the categories, c) subtracting the  
summation of the differences from a total number of the categories, and d) setting a value  
obtained by the subtraction as the recommendation factor; and

a recommended program determining step of determining, as the recommended  
programs, television programs having high recommendation factors calculated in said  
recommendation factor calculation step.